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## PROGRESS & IMPACT

### Fighting misinformation

We actively reduce recommendations of borderline content and harmful misinformation and at the same time, raise up authoritative sources for news and information. Our approach is constantly evolving, which has enabled us to respond to major real world events as they happen.



2021

Fighting misinformation

September 29th

Medical misinformation policies on YouTube are expanded with new guidelines on currently administered vaccines that are approved and confirmed to be safe and effective by local health authorities and the WHO



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## Launch of health content features and information panels to help raise up authoritative health content

Fighting misinformation January 13th

Measures to reduce potentially harmful borderline content are extended to YouTube comments

2020

Fighting misinformation December 09th

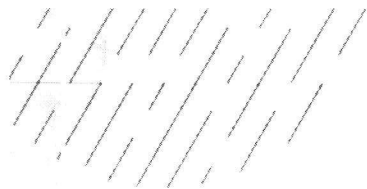
Presidential election integrity policy is applied to content featuring the 2020 U.S. presidential election following the safe harbor deadline

Fighting misinformation November 30th

Fact check information panels expanded to Indonesia

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## Covid-19 information panels updated to include links to COVID-19 vaccine information from local health authorities

Fighting misinformation

November 03rd

Launch of information panels to help viewers stay up to date with 2020 U.S. presidential election results, including an additional link pointing to a page on the Cybersecurity and Infrastructure Security Agency website

OUR ELECTION RESULTS INFORMATION PANELS HAVE COLLECTIVELY BEEN SHOWN OVER 8B TIMES

Fighting misinformation

October

COVID-19 medical misinformation policy updated to prohibit content about vaccines contradicting consensus from health authorities

Fighting misinformation

October

Information panels expanded to cover "vote by mail" topics during the U.S. elections

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## All categories

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Fighting misinformation

May

**COVID-19 Medical Misinformation policies established, prohibiting content that spreads medical misinformation**

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Fighting misinformation April

**Launch of COVID-19 information panels above relevant search results to provide text-based health information from local health authorities, including content such as symptoms, prevention, and treatment**

COLLECTIVELY, THESE PANELS HAVE SERVED OVER 400 BILLION IMPRESSIONS

2019

Fighting misinformation December 10th

**Fact check information panels expanded to Brazil**

Fighting misinformation October 14th

**Over 30 different changes launched through the year to reduce recommendations of borderline content and harmful**

<https://www.youtube.com/howyoutubeworks/progress-impact/timeline/>

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Fighting misinformation July 08th

**Started reducing recommendations of English-language borderline content outside of the U.S.**

70 PERCENT DROP IN WATCHTIME OF BORDERLINE CONTENT COMING FROM NON SUBSCRIBED RECOMMENDATIONS IN THE U.S. IN 2019. WE SAW A DROP IN WATCHTIME OF BORDERLINE CONTENT COMING FROM NON SUBSCRIBED RECOMMENDATIONS IN OTHER MARKETS AS WELL.

Fighting misinformation April 24th

**Expanded information panels providing context on election candidates to cover the 2019 EU Parliamentary election candidates**

Fighting misinformation March 07th

**Fact check information panels launch in India to provide additional context from third-party fact-checkers for relevant queries to help viewers make informed decisions**

Fighting misinformation January 25th



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BORDERLINE CONTENT COMING FROM NON SUBSCRIBED RECOMMENDATIONS IN OTHER MARKETS AS WELL.

2018

Fighting misinformation November 12th

New information panels launch above search results to provide additional context for developing news

Fighting misinformation October 16th

**Launch of information panels providing context on U.S. mid-term election candidates**

Fighting misinformation July 09th

Information panels above search results and alongside videos launch to provide greater context on topics prone to misinformation and conspiracy theories

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Top News shelf launches on the YouTube homepage for viewers who have shown an interest in news

Fighting misinformation February 02nd

Launch of information panels, disclosing details of funding sources alongside videos from public or government-funded publishers

2017

Fighting misinformation December

Visibility of authoritative content starts to be raised in search results and "watch next" panels

WHILE THERE WILL BE SLIGHT VARIATIONS, ON AVERAGE, 93% OF THE VIDEOS IN GLOBAL TOP 10 RESULTS COME FROM HIGH-AUTHORITY CHANNELS

Fighting misinformation January

Launch of Top News shelf in YouTube search results and Breaking News shelf on the



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